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ABSTRACT

The Minority Business Enterprise Project (MBEP) was established to provide business awareness activities for minority youth to introduce them to the possibility of business ownership as a career and to build the skills of current minority business owners to help ensure their success and continued development. During the 2-year span of the project, 20 member institutions received grants ranging from \$10,500 to \$12,500 to implement project activities. Although all projects met minimal required goals, the most successful projects were all characterized by creative and imaginative program leadership, institutional commitment, a broad-based advisory committee, and faculty involvement. The project report includes an overview of the history of the MBEP, an evaluation summary, and recommendations to improve the MBEP's chances for success during its next funding cycle. In addition, short descriptions of the MBEP activities of the 20 participating colleges are presented, followed by an annotated list of audiovisual and instructional resources for minority business development, including ordering information and prices. (UCM)

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A REPORT

OF THE MINORITY BUSINESS ENTERPRISE PROJECT

A PARTNERSHIP PROGRAM

OF THE
AMERICAN ASSOCIATION
OF COMMUNITY AND
JUNIOR COLLEGES
AND THE
MINORITY BUSINESS
DEVELOPMENT AGENCY

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**MINORITY BUSINESS ENTERPRISE PROJECT
GRANT NO. 98-20-83034-01**

Project Summary

Prepared by: **Irma P. Burks**
Project Director

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Preface

The promotion and expansion of minority entrepreneurship became a national priority for the 1980's. This national thrust to promote programs and an economic environment to help minority entrepreneurs contribute more significantly to the U.S. economy initiated the development of the Minority Business Enterprise Project.

Through this project, 75,000 youth across the nation have become more aware and knowledgeable of the viable career opportunities available through entrepreneurship; 5,000 business owners have received business management training and improved their business skills; partnerships have been formed with both private and public sectors that have had a significant impact upon minority businesses.

The project summary of the Minority Business Enterprise Project marks the end of two years of project activities focused on minority business development and expansion.

The report does not address all of the valuable work that was done nor does it cover all aspects of the project activities.

The report provides a profile of the activities conducted at each of the project colleges.

The report is intended to summarize project highlights and to serve as a resource document for those wanting to replicate project models. A section of this report is devoted to project resources. In the project description section, the names of the project directors have been listed should you want a contact for additional information. In addition, you may contact Irma Burks, Project Director, National Center for Higher Education, One Dupont Circle, NW, Suite 410, Washington, DC 20036, telephone (202)293-7050.

Introduction

The Minority Business Enterprise Project (MBEP) was funded jointly by the Minority Business Development Agency (MBDA) of the U.S. Department of Commerce and the American Association of Community and Junior Colleges (AACJC). This partnership between MBDA and AACJC was launched with the awarding of a one year grant for \$444,000.

The intent of the Minority Business Enterprise Project was to lay the groundwork for subsequent on-going, local public partnerships in support of minority business development. This would be accomplished by: creating program materials with which activities could be replicated in communities not participating directly in the program; establishing working relationships between community colleges, high schools, Minority Business Development Centers, and relevant national organizations and developing broad-based Advisory Committees to promote and encourage communication and collaboration between business, industry and educational institutions.

The major project purposes were:

1. To provide business awareness activities for minority youth that would introduce and excite them about the possibilities of business ownership as careers.
2. To build the skills of current minority business owners to help ensure their success and continued development.

Two national minority advocacy organizations specializing in linking youth to business and industry were subcontractors for the project. They were: Opportunities Industrializations Centers of America, Inc. (OIC), which has a proven track record in job readiness counseling and skill training for inner city/out of school youth in more than 100 communities; and SER/Jobs for Progress, Inc. (SER). SER is a national corporation committed to securing employment opportunities for American Workers and operates 96 programs throughout the United States and each program is tailored to meet the specific needs of the local communities.

The major roles of OIC and SER on the project were to provide the local planners with a strong feeder system for recruiting large numbers of minority youth for participation in the business awareness sessions. Also, these organizations were to promote access to existing community eco-

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nomic development resources for continued project support once federal funds were expended.

During this two-year period, twenty member institutions were invited to participate in the Minority Business Enterprise Project. These institutions received grants ranging from \$10,500-\$12,500 per year to implement the following specific project activities:

1. To designate a project director who would give the project local coordination and support in providing services to minority populations.
2. To publicize the awarding of the grant.
3. To establish a broad-based Business/Industry/Government/Education Advisory Committee.
4. To attend a two-day orientation planning conference.
5. To conduct business career awareness activities for 1500 minority youth. (Business Awareness Activities included entrepreneurial fairs, fieldtrips, seminars, shadowing, simulation and mentoring.)
6. To conduct in close coordination with Minority Business Development Centers business management training for 50 minority business managers/owners. (Business management training included intensive business courses tailored to meet the needs of the participants, workshops, conferences, seminars and one-on-one counseling.
7. To attend and participate in a Summary/Review Workshop held in conjunction with the AACJC Convention. At this session, participants described how they implemented the Project Activity.
8. To write and submit to the national office monthly progress reports, a final programmatic and fiscal report.

The period of performance for the Minority Business Enterprise Project was extended for another year and additional funding of \$402,748 was received to support the scope of work.

Project objectives remained the same as for the previous project year, which were listed earlier. The number of project colleges participating in the project increased from 12 to 18. Two of the 12 colleges that participated in the project during its first year declined the invitation to participate during the second year. Therefore, eight new colleges were invited to participate in the project, four of which were American Indian Colleges and four which were rural colleges. These colleges were chosen to promote increased development in rural areas, to make entrepreneurial training accessible to the American Indian populations, and to expand the variety of program

models that would be available for replication across all sections of the United States.

Evaluation Summary

Although all projects met minimal required project goals, some projects were more successful than others.

A review of the workplans, correspondences, monthly reports, on-site visits and final programmatic and fiscal reports revealed that project success was linked to the following factors:

1. Program leadership — those projects that selected project directors with creative and imaginative leadership were able to motivate students and sustain their interests and involvement in project activities.
2. Institutional Commitment — the degree to which the institution's key administrators demonstrated interest and support of the project communicated the significance of the project at the institution.
3. Broad-based Advisory Committee — the selection of individuals with a variety of resources to bring the project provided greater opportunity to achieve project activities.
4. Faculty Involvement — faculty interest and support of the project led to integration of the project into the institution's agenda which ensured both success and continuation of the project.
5. Project Design — the degree to which the project designs were developed to reflect a plan for economic development for the entire community, more support was received from educational institutions, organizations, private, and public sectors.

Significant Project accomplishments were:

85% of the project colleges put more funds into the project than the required in-kind contributions.

100% of the project colleges served more participants than the project was targeted to serve.

75% of the project colleges continued the Minority Business Enterprise Project or similar type project activities to promote minority economic development after the funding ended.

25% of the projects established partnerships that actually provide cash revenue for the project.

95% of the projects entered into some type of partnership arrangement that provided resources for the project.

65% of the projects experienced the formation of new minority businesses.

1 project actually got involved in the promotion of a youth-owned business.

The Minority Business Enterprise Project is dedicated to expanding entrepreneurial educational training opportunities and to increasing the number of successfully managed minority businesses throughout the United States.

Recommendations

Through interviews with project participants, directors, and my observations, I have formulated the following recommendations to improve the Minority Business Enterprise Project's chances for success during the next funding cycle.

- Secure funding for at least a 3-year cycle.
- Begin the grant cycle July 1 of each year and end June 30.
- Allow ample time for planning and implementation; it always takes longer than expected.
- Avoid subcontracts unless they are approved at the time of grant award. Separate approvals delay the delivery of services.
- Mail out a request for proposals (RFP) rather than invite colleges to participate in the project.
- Base the number of participants to be served on the available minority population and resources.
- Provide management training for youth who have been identified as having entrepreneurial interest.
- Provide more youth-oriented entrepreneurial materials.
- Provide more technical assistance and one-on-one counseling for the Minority Business owners.
- Ensure project colleges participate in Minority Enterprise Development Week activities.
- Involve youth in the Minority Enterprise Development Week Activities in Washington, DC.
- Establish a clearinghouse function to maintain a reservoir of minority business management materials.
- Ensure that project colleges coordinate meetings with other educational institutions, organizations, government agencies, and the private and public sectors for economic development and partnership information on a regular basis.

The Minority Business Enterprise Project Grant has indeed had a significant impact on those educational communities which it served, as can be seen from the following summary of project highlights.

Project Descriptions

Albuquerque Technical-Vocational Institute

Albuquerque, New Mexico

The Minority Business Enterprise Project sponsored a Conference on "Minority Youth in Business Ownership". The conference was designed to introduce youth to opportunities of small business ownership. The conference consisted of keynote speakers, workshops and the opportunity for students to meet and interact with business owners through one to one and small group sessions.

In the opening session of the conference "Awareness to Entrepreneurship" the participants were asked to list all the material things which they hoped to acquire in a lifetime, and what must be done to earn these possessions. The point for this exercise was to set up the environment so that the participants could sow the "seeds of their dreams" and explore ways to achieve success and make the dreams come true.

The Speaker described three ways of making the dreams come true: (1) Inheritance, (2) Working for the Man, and (3) Starting Your Own Business. Other workshop topics discussed during the conference included: "Technological Entrepreneurship", "How it is to Own a Business", and "The Future Trends of Small Business Growth in the New Mexico Area."

Students also participated in special talent events and competitive contests.

The project received significant support from the private sector in terms of monetary support and other resources.

For further information, contact: Dale Kerby, Dean, Technical and Vocational Programs, Albuquerque Technical-Vocational Institute, 525 Buena Vista S.E., Albuquerque, NM 87111; Telephone (505) 298-5461.

Atlanta Junior College

Atlanta, Georgia

Atlanta Junior College formed a partnership with the Atlanta Public School system to implement the activities

of the Minority Business Enterprise Project.

Planning was a key factor to the success of the project. First, meetings were held with the Board of Education to get approval and support for the project. The next planning meetings were with high school principals, teachers, counselors, and members of the projects advisory committee.

As a result of the planning meetings, the advisory committee decided to sponsor the following types of project activities: "Career Day" forums, Career Exploration and Academic Planning Sessions, Career Enriched Fieldtrips and an Annual Youth Minority Business Week.

To increase the motivation of the participants for the project activities, the advisory committee sponsored the following competitive events; a poster and essay contest. The criteria for participation in the contests were distributed to the local twenty-five high schools participating in the MBEP.

Each high school held an in-school evaluation and selected the three top winners for both the essay and poster contest. The winners received awards at special programs at their respective high schools. Press releases on the winners were published in the local newspapers.

Awards presented to the winner included calculators, watches and trophies. These gifts were made available by local merchants.

Publicity about all project activities was covered in both the Atlanta Constitution and the Atlanta Journal, the city's major newspapers. The Governor of Georgia, J. Frank Harris and the Mayor of Atlanta, Andrew Young endorsed the Minority Business Week Activities through the publishing of proclamations.

The success of the project activities can be attributed to the outstanding support received from the Minority Business Development Agency (MBDA) Regional Office; the local Minority Business Development Center (MBDC); the Atlanta Chamber of Commerce, and the private sector.

The project also enjoyed a wholesome working relationship with other Community Colleges, Historically Black Colleges and Universities, and other four year colleges and universities in the Atlanta area.

For more information, contact Gloria Christler, Director, Business Department, Atlanta Junior College, 1630 Stewart Avenue, SW, Atlanta, GA 30310; Telephone (404) 656-6374.

Borough of Manhattan Community College

New York, New York

The Borough of Manhattan Community College in cooperation with New York City's Leadership Programs, High School Division and New York Board of Education sponsored a series of activities in an effort to provide entrepreneurial education to minority youth. Two of the major activities sponsored were: 1) Vocational Education Week—during this week seminars and workshops were held at the participating high schools where students learned about career opportunities from some of the State's top business leaders, and 2) A Conference, "Minority Entrepreneurship: A Career Alternative." A wide range of high school students from New York City and the other boroughs attended the conference. For most of the students, this was the first time they had encountered the concept of entrepreneurship. Each speaker delivered the message that "students must begin to think about becoming owners instead of workers." This was a big change, because the educational process encourages students to become workers.

These youth programs were a huge success. However, the director suggested that the programs would have been more successful if simplified entrepreneurial materials such as: paperback books with short stories or biographies about successful entrepreneurs, audio visuals and printed materials had been available for student use.

The youth awareness activities were so popular and successful with the students at the local high schools, that the Borough of Manhattan Community College is discussing plans for the establishment of a School of Entrepreneurship. Activities envisioned by the school that would complement the Minority Business Enterprise Project include: the development of entrepreneurial materials appropriate for youth comprehension and training, and the creation of an HBO television series featuring young entrepreneurs. These materials would be made available to high school and junior high school youth through both public and school libraries.

For more information, contact Elinor Garely, Associate Professor, Department of Business Management, Borough of Manhattan Community College, 199 Chambers Street, New York, NY 10007; Telephone (212) 262-5460.

Coahoma Junior College

Clarksdale, Mississippi

Coahoma Junior College is a rural community college. Although resources for the project activities were ex-

tremely limited in the immediate area, the project director was very successful in securing outside resources to assist in the sponsoring of project activities.

In a partnership with the Coahoma County Chamber of Commerce and the Small Business Assistance Center of the University of Mississippi, these agencies assisted the project with funds and personnel to sponsor a series of free seminars for minority business owners. Seminar topics included: Planning a New Business, Small Business Financing, Small Business Computers, Credit and Collections and Establishing International Trade.

Personnel from the Small Business Assistance Center provided free technical assistance and counseling to each business owner that requested their services.

For more information, contact Patricia Brown, Director, Division of Business, Coahoma Junior College, Route 1, Box 616, Clarksdale, MS 38614; Telephone (601) 627-2571.

Community College of Baltimore

Baltimore, Maryland

PPrimary liaisons for the Minority Business Enterprise Project at the Community College of Baltimore were: the Baltimore Minority Business Development Center, the Parren Mitchell Minority Small Business Group, the Mayor's office on Small Business Development and the Baltimore Chapter of the Small Business Administration.

As a result of the Minority Business Enterprise Project's success in coordinating the efforts of the economic development agencies in the city of Baltimore, the college established a Small Business Resource Center for minority entrepreneurs on the Harbor Campus. The Small Business Resource Center provided the following services: an organized program of information and referrals, technical assistance, dissemination of free or inexpensive business management materials, and five free business management training seminars.

Topics for the five one-day business management training seminars included: Minding Your Own Homebased Business, Coming to Terms with Profit, Loss, and Cash Flow, Understanding Business Legalities, Managing Time, Money, and People, and Writing a Business Plan for a Growing Enterprise.

Through a partnership with the Young Services Corporation and

funds from the Job Training Partnership Act (JTPA), the project provided entrepreneurial education to 6,000 youth for two hours, four days per week from June through August.

Other major activities that developed as a result of participation in the Minority Business Enterprise Project were: 1) a partnership with the Small Business Administration of Baltimore to provide monthly business management training for small minority business owners and 2) the exploration of venture capital funds for members of the entrepreneurial club to start student-owned businesses.

For more information, contact Lillian Smith, Director of Development, Community College of Baltimore, Baltimore, MD 21215; Telephone (301) 396-0203.

Community College of Philadelphia

Philadelphia, Pennsylvania

At the Community College of Philadelphia 25 prospective entrepreneurs were recruited to participate in the Enterprise for the Advancement and Revitalization of Neighborhoods, Incorporated (EARN).

Project EARN was a unique venture between the Community College of Philadelphia, Minority Business Enterprise Project, Tasty Kake Corporation, Leigh Valley Farms, and the Urban Affairs Coalition. This group was comprised of educators, business leaders, local community and organization leaders, and neighborhood merchants, who decided to provide unemployed and underemployed youth of Philadelphia an opportunity to earn money today while preparing themselves for economic self-sufficiency and better jobs for tomorrow.

The various tasks to be accomplished were allocated among the members of the partnership. The Community College of Philadelphia was chosen to house the project as well as to provide the necessary training.

Training was offered daily for four weeks from 9:00 a.m. to 2:00 p.m. The curriculum consisted of: basic mathematics, customer relations, sanitation, resource locations, taxes, production line management, cart care and maintenance, street survival, product selection, cash control, recordkeeping, and city vending laws and licenses.

The 25 persons selected to participate in the project were recruited by the offices of the Urban Coalition. The recruits were solicited

from approximately 30 community groups within the Philadelphia area.

Fourteen persons completed the special training course for the "street vendor operations". Working in teams of two, the participants pushed their shiny carts to preselected locations and began their businesses.

Although the "street vendor" project was not as successful as anticipated, the fault was with the implementation rather than the concept. The partnership has made plans to continue sponsoring of the street vendor project.

For further information, contact Sidney Jaffe, Director of Economics and Business Administration, Community College of Philadelphia, 1700 Spring Garden Street, Philadelphia, PA 19130; Telephone (215) 751-8786.

Cuyahoga Community College

Cleveland, Ohio

Cuyahoga Community College and the city of Cleveland Minority Business Development Center (MBDC), in cooperation with the Cleveland Foundation, and the U.S. Small Business Administration formed a "Partnership for Progress". The goal of this partnership was to provide intensive management training to minority small business owners and managers and to introduce and excite minority youth about the possibilities that business ownership/management offers as careers.

The Minority Business Enterprise Project at Cuyahoga had two distinct program strands. The first was an on-going series of intensive management training programs targeted for existing minority entrepreneurs. The second was a minority youth awareness activity. An institutional objective was to structure and strengthen collaborative efforts between the Cuyahoga Community College, Minority Business Development Center, and other subsequent on-going public/private partnerships.

The management training component was designed to strengthen the management skills of minority entrepreneurs. In keeping with the grant mandates, flexibility and variability characterize the management for several reasons: (1) not all participants required the same training either in duration or in substance; and (2) the prescription developed by Cuyahoga and the MBDC varied based upon the background of the principles involved.

The management training workshops focused on specific topic areas as identified by the participants. Some of the topics covered included: "You and Your Business Taxes", "Loan Package Development", and "Expanding Your Market—Import and Export".

Throughout the management training, extensive course materials were provided. The intent was to provide the business owners/managers with an abundance of management related workbooks and reference materials to allow further study. Additional monetary resources from other groups supported this activity.

For further information, contact LaVonne Turner, Vice President for Community Services, Cuyahoga Community College, 700 Carnegie Avenue, Cleveland, OH 44115; Telephone (216) 241-5966.

East Arkansas Community College

Forrest City, Arkansas

East Arkansas Community College was limited in its resources for implementing project activities because of its rural location. However, the project director was very resourceful in gaining support for the project activities; perhaps, some of her creativity can be attributed to the fact that she is an entrepreneur.

The project's major activity was an Entrepreneurs' Fair. National, state and local entrepreneurs were invited to set up displays of their respective businesses and to be prepared to hold discussions with students on "how they got started in business". High school and community college students were bused to the activity.

The keynote speaker for the Entrepreneurs' Fair was Debbie Howell, founder and President of Debbie Howell's Cosmetics. Debbie was chosen as a speaker because she was born about 35 miles from Forrest City and her success story is such an inspiring one. Other speakers included Michael Jackson, an aide to Senator Dale Bumpers, and Billy Heard, Director of the Beale Street Development Corporation of Memphis.

The fair was very successful and received outstanding coverage by both the Commercial Appeal Newspaper of Memphis, Tennessee and the Forrest City News.

The entrepreneur fair and the business management training workshops led to the following success stories in the Forrest City area:

Elizabeth Anderson became highly motivated after attending the fair and workshops and receiving technical assistance from the project director. She has opened a store "The Shoe Place" and carries a full line of ladies' shoes and boots.

Albert and Connie Whithy attended the management training sessions and received technical assistance and counseling from the project director. They are now working as distributors for Tri-Steel.

For further information, contact Catherine Coleman, Director of Counseling, East Arkansas Community College, Forrest City, AK 72335; Telephone (501) 633-4480.

Haskell Indian College

Lawrence, Kansas

Haskell Indian College serves American Indians from throughout the United States.

The major activity of the Minority Business Enterprise Project was the Small Business Awareness and Management Conference sponsored to coincide with Haskell's Centennial Celebration.

The conference consisted of workshops and seminars. Presenters for the sessions were five American Indian small business persons. They represented a wide range of business involvement as well as five different tribes from across the nation.

The featured attraction and perhaps the most positive role model for the Indian students, was the presence and presentations by Cherokee Indian Peggy Shreve, President of Frontier Engineering, Incorporated of Stillwater, Oklahoma, and recipient of the National Minority Entrepreneur of the Year Award for 1984.

Videotapes of the Small Business Awareness and Management Conference were processed and copies were made available to the campus library and to the Oglala Lakota Community College on the Pine Ridge Reservation. The videotapes in the campus library are accessible to vocational-technical and business classes.

For more information, contact Gail Sloan, Director of Counseling and Job Placement, Haskell Indian Junior College, Lawrence, KS 66044; Telephone (913) 749-8450.

Miami-Dade Community College

Miami, Florida

Miami-Dade Community College established a unique partnership with the Minority Business Development Center and

many of the money-lending agencies in the area. The arrangement was, before loan packages are awarded to new start-up business owners, they must participate in a series of specially designed management classes sponsored by the Minority Business Enterprise Project in conjunction with the Miami-Dade's business department.

Miami-Dade Community College provides many training courses for private sector employees, therefore, the Minority Business Enterprise Project had a built-in linkage with the private sector which supported the project with funds, personnel resources, and provided summer and evening jobs for the participants.

For further information, contact: Bennie Moore, Dean of Continuing Services, Miami-Dade Community College, 11380 N.W. 27th Avenue, Miami, FL 33168; Telephone (305)596-1211.

Navajo Community College

Tsaile, Arizona

The Navajo Nation spreads across three states and covers 25,000 square miles. The area is considered both rural and isolated. The Minority Business Enterprise Project at the Navajo Community College worked with the Navajo Nation's Small Business Assistance Office to sponsor project activities.

A lot of youth and adults are involved in selling on the reservation; however, profit is rarely considered. In the past, business ownership among American Indians presented some problems because of tribal laws, but the new focus on the reservation is for private sector growth through individual Navajo business people.

The Minority Business Enterprise Project sponsored a Business Awareness Week in cooperation with the Navajo Nation's Small Business Assistance Office, the Division of Economic Development, the Navajo Nation Business People and the Miller Brewing Company. The purpose of the Business Awareness Week was to aid entrepreneurs and to increase awareness of business ownership on the reservation.

Business Week Activities included workshops and seminars on subjects such as Small Business Assistance, Marketing Your Small Business, Bidding and Estimating on Housing Construction Procurement, and the Process of Starting a Business. Also included in the Business Week Activities was a trade show. The trade show provided the Navajo business owners the opportunity to set up booths to advertise and promote their businesses.

The Business Awareness Week was very successful and well attended.

Looking to the future, the business owners suggested the need for a Navajo Chamber of Commerce on the reservation.

For further information, contact: Storleen Stewart, Business Instructor, Navajo Community College, Tsaile (Navajo Nation) AZ 86556; Telephone (602) 724-3311.

New Mexico Junior College

Hobbs, New Mexico

In an effort to provide minority youth awareness and minority management training in the free enterprise market, New Mexico Junior College project director came up with the idea of a "Free Enterprise Coloring Book." The coloring book was printed in English and Spanish and was a collective effort of the New Mexico Junior College graphic arts department, computer graphics department and the marketing department.

According to the project director, the coloring book is the only one of its kind in the country.

The coloring books were distributed throughout the Lovington and Hobbs school systems. The books were used to tie into the management training seminars and the portable career unit which present a comprehensive career education program at the area high schools once a month.

For further information, contact: Don Leach, Business and Industry Coordinator, New Mexico Junior College, Lovington Highway, Hobbs, NM 88240; Telephone: (505)392-4510.

Oglala Lakota College

Kyle, South Dakota

The Minority Business Enterprise Project or the "Tatanka Iyacin" Project as it was named on the Pine Ridge Sioux Indian Reservation. The title "Tatanka Iyacin" means in Lakota "In the Manner of the Buffalo". The buffalo is the provider of all things to Oglala Lakota and the project director wanted to convey to the Indian population that the Minority Business Enterprise Project

was there to provide impetus to small business development in their homeland.

The grant made it possible for all of the minority businesses on the reservation to be identified. However, the location and distances of the businesses on the reservation made it difficult to work with all of them. Therefore, project services were targeted for twenty-five businesses.

Entrepreneurial education was disseminated in the form of workshops and classes at each of the four high schools on the reservation.

The major project activity was the Oglala Lakota "Tatanka Iyacin" conference. This conference was sponsored through a partnership arrangement with the Oglala Sioux tribe, the First Nations Project, The Seventh Generation Fund and resource persons from the Bureau of Indian Affairs.

A variety of workshops were held on Small Business Planning, Operations, Financing and Marketing. Presenters for these workshops were from Arizona, California, Nebraska, North Carolina, Oklahoma, Washington, DC and the local area.

The theme of the conference "Business Development as a High Priority in the American Indian Homeland" echoed throughout the conference.

One of tangible rewards of the Minority Business Enterprise Project was the establishing of the "Oglala Lakota Fund" to assist in the establishment of new businesses and the development of existing businesses.

For further information, contact: Birgil Kills Straight, Project Director, Oglala Lakota College, P.O. Box 490, Kyle, SD 75552; Telephone (605) 455-2321.

Horry-Georgetown Technical College

Conway, South Carolina

"Anyone who has tried to start or expand a business in recent years knows that it is often an expensive undertaking—a task sometimes so costly that it becomes impossible" said J.R. Taylor, the Director of the Minority Business Enterprise Project at Horry-Georgetown Technical College.

The college sponsored a series of seminars designed to assist minority business owners to establish good relationships with their bankers. Topics covered in the seminar were: Why Business Owners Need Banking Services, Choosing the Right Bank, Establishing

Business Relations with a Banker, and the Lending Process and Investment Counseling.

The projects activities were sponsored mainly at high schools and local community centers in three counties because of the sparsely populated rural area.

South Carolina Technical College System in conjunction with the State Development Board is scheduled to provide state wide training for small business owners and potential small business owners during the fall semester of 1985. This activity will allow Horry-Georgetown Technical College to continue to provide management training assistance.

For further information, contact J.R. Taylor, Assistant to the President of Horry-Georgetown Technical College, Highway 501 East, Conway, SC 29526; Telephone (803) 347-3186.

Inter-American University

San Juan, Puerto Rico

Inter-American University formed a partnership with the following groups to deliver youth project services: Trio programs (Upward Bound, Special Services, Talent Search and Educational Opportunity Centers) Vocational and Technical schools, Small Business Development Centers, Higher Education Institutions, Private Sector Agencies, and Department of Commerce.

The project director tried to provide youth awareness activities scheduled at the participating high schools. Topics included: How to Get and Keep a Job, Academic Planning, Careers for Non-College Bound Students, How to Start a Small Business and Alternatives to Unemployment in the 80's.

The project received additional resources from other agencies. For example, the Chamber of Commerce provided speakers and materials; the Banking Institution made available staff to serve as lecturers and the Commercial TV Channel provided air time for interviews and promotion of project activities.

Ninety percent of the participants evaluated the activities as both useful and of interest.

For further information, contact Vidal Velez, Director of Development, Inter-American University, Post Office Box 4927, San Juan, PR 00936; Telephone (803) 767-5117.

Los Angeles Trade Technical College

Los Angeles, California

The Minority Business Enterprise Project enjoyed support from the Minority Business Development Agency, the Governor's Economic Development Task Force, the Banking Community, University of Southern California's Entrepreneurial School and local minority entrepreneurs.

Local minority entrepreneurs shared their experiences with students at the Career Fair sponsored by the project. The Superintendent for the Unified Schools of Los Angeles permitted the students to attend the five hour activity.

The keynote speaker for this event was from the staff of the Minority Business Development Center who shared some of the advantages of business ownership.

Costs for busing the students to and from this activity were paid by SER/ Jobs for Progress, a subcontractor for the Minority Business Enterprise Project Grant.

For further information, contact: Leon Woods, Dean, School of Liberal Arts and Applied Sciences, Los Angeles Trade Technical College, 400 West Washington Blvd., Los Angeles, CA 90015; Telephone (213) 746-0800.

Pioneer Community College

Kansas City, Missouri

Pioneer Community College formed a partnership with the following local groups. Black Economic Union, Hispanic Chamber of Commerce, Hallmark Cards, Executive Trade Associations, Kansas City Power Light Company, United Telecommunications, IBM Corporation, Minority Contractors Association and Southwestern Bell.

Each of these groups agreed to sponsor a youth awareness activity. Sponsorship included providing funds for refreshments, providing the facilities to hold the sessions, and providing resource persons to make presentations.

Pioneer Community College's Minority Business Enterprise Project received excellent support and resources from the Minority Business Development Agency and the Minority Business Development Center in Kansas City.

For further information, contact: Mack Alexander, Director of Minority Affairs, Pioneer Community College, 6217 Prospect, Kansas City, MO 64130; Telephone: (816) 444-4600.

Salish Kootenai College

Pablo, Montana

As part of Salish Kootenai College's involvement in the Minority Business Enterprise Project, videotaped interviews were made with some of the local tribal business owners. The tapes were used in college business classes, workshops and during career motivation sessions to help prospective business persons to become aware of factors involved in starting your own business.

Weather conditions and rural isolation were factors that prohibited the project activities from getting started on schedule. However, six management training workshops were held during April and May. Topics for the workshops were: Small Business Opportunities for the Young Adult, Preparing a Business Plan, Starting Your Own Daycare, and Marketing Research to Determine Target Markets. These workshops were both successful and productive, but the director suggested that they would have been more beneficial to the business owners if they could have been followed by on-site visits to provide technical assistance and counseling.

One of the success stories of the project is about a young entrepreneur (chimney sweep). The entrepreneur was involved in his business part-time while working another full-time job. The business became an immediate success, causing problems for the young man, who was unprepared for the extra workload and the increased complicated bookkeeping. The entrepreneur enrolled in Minority Business Enterprise Project Workshops and received technical assistance and counseling from the project director. He has learned basic bookkeeping, marketing and management skills.

Presently, the entrepreneur has expanded the business to include chimney relining and woodstove repairing. He is subcontracting some of this work to others and looking for other areas to explore.

For further information, contact: C. Douglas Morigean, Project Director, Salish Kootenai College, Box 117, Pablo, MT 59855; Telephone (406)675-4800.

San Francisco Community College

San Francisco, California

A four hour seminar entitled "Creative Ways to Finance a Small Business" was sponsored in a partnership with Safeway Stores, Del Monte Corporation and Pacific Gas and Electric. The seminar was designed to address how minorities may secure funding to enter the world of entrepreneurship and the response was just great.

One of the most enterprising business persons that the project came in contact with was Tia Hunnicut, a fourteen year old entrepreneur and owner of Tia's Emporium, a doll business.

The director used Tia to make several presentations at the Youth Awareness Sessions. She was an excellent presenter and an outstanding role model.

The project director presented a videotape of Tia to his MBEP Advisory Committee and informed them that Tia wanted to go on a European trip to study doll making as well as to vacation with her school mates. The MBEP Advisory Committee helped to make this dream come true by raising the needed funds to sponsor Tia's trip.

The MBEP Advisory Committee also sponsored a Bon Voyage Reception for Tia where Dianne Feinstein of San Francisco presented Tia with a proclamation for Tia Hunnicut Day.

The Minority Business Enterprise Project helped to gain Tia not only Bay Area media exposure, but also National exposure through the coverage of her story in national magazines.

For further information, contact: Willis Kirk, Dean of Students, City College of San Francisco, 50 Phelan Avenue, San Francisco, CA 94112; Telephone (415) 239-3011.

Texas Southmost College

Brownsville, Texas

The success of the Minority Business Enterprise Project can be attributed to the total involvement of the city of Brownsville. This border city was looking for ways to expand its economic growth as a result of the high unemployment rate and the continued peso devaluation.

The project director worked closely with the Chamber of Commerce, the local Minority Business Development Center (MBDC) and the public schools to implement the project activities. Most of the youth awareness activities were sponsored in collaboration with other youth programs in the schools such as, Distributive Education Clubs of America (DECA) and Junior Achievement Programs.

The project developed a film on the free-enterprise system and the Rio Grande Valley. The film was aired on local television stations in the Brownsville area.

For further information, contact: Jaime Chahin, Dean of Students, Texas Southmost College, 83 Fort Brown, Brownsville, TX 78520; Telephone (512) 544-8200.

Project Resources

Classification/ Description

Ordering Number/ Information

The Accounting Process. Film. 27 min.
Program explains to a manager how the accounting system works. It shows how a journal and ledger provide answers to management questions; why the double entry system exists; how the system built in a mechanism to check errors.

Office of Public
Affairs
Dept. of Commerce,
Room 4805
Washington, DC 20030
(202) 377-3808

#1251

Accounts Receivable. Film. 34 min.
This program clarifies the relationship of accounts receivable to cash flow and profit. It illustrates the effects of accounts receivable on cash in the bank. Teaches viewers to identify and control this critical management area.

#1250

The Balance Sheet. Film. 21 min.
Explains the balance sheet, and income and cash flow statements in financial terms. Explains need and purpose of journal and ledger entries.

#1252

Financial Growth. Film. 33 min.
Growth consumes cash. The relationship of growth in sales to profit and cash flow is made clear. How to determine what growth rate a business can prudently sustain, and how not to go broke while being successful is explained.

#1253

Hot Cards (fraud and theft). Film. 22 min. 1977.

#1240

Demonstrates procedures small business owners should follow to avoid being victimized by fraud and theft, mainly through credit card deceptions.

**Classification/
Description**

**Ordering Number/
Information**

That's Business. Film. (First Edition) 1978.

#1236

Parts I and II. (30 min. each) Sent as a unit.

This is the original package of the Dr. John Welsh, Mr. Jerry White films which precedes the expanded package following this listing. One film deals with "Forecasting Profit"; the other handles "Cash Flow". In both, a young company copes with production, marketing and financial problems. These films should be used for new or prospective small businesses.

I. "Forecasting Profit". 30 min.

Clarifies frequently misunderstood concepts of gross profit, pre-tax profit, net profit and overhead. Explains how to calculate and forecast profit by "matching" revenues with expenses.

II. "Cash Flow". 30 min.

This illustrates the differences between cash flow and profit. Also explains the significant differences between accrual and cash basis accounting; shows how to calculate future cash needs to avoid undercapitalization.

THAT'S BUSINESS. Film. (Second Edition) 1983.

#1259

Parts I and II. (30 min. each) Sent as a unit.

These two films, "Profit Forecasting" and "Cash Flow Forecasting" are revisions of the *First Edition*. John and Jerry work with the same small business five years later when the business is established and its volume has increased. These films should be used with established businesses or as a lead-in for the following four films (#1250-1253). (Be sure to specify "SEC-

**Classification/
Description****Ordering Number/
Information**

OND EDITION" when ordering these two films.)

These series of business training films picks up where the original two stopped. Jerry and John work with the same small business five years later, solving the problems which come with growth and expansion. These films are proven management tools whether used singly, or in their entirety as a comprehensive financial management training package. The next four titles provide detailed descriptions of this series.

Time Bomb. Film. 9 min. 1983.

#1256

This film deals with computer operation which suffers a series of disasters because its security system was either inadequately developed or not enforced. Timely. Well worth showing. Purchased from IRS.

Bankrupt. Film, 16 mm, 30 min. Video, 3/4" or 1/2".

PBS Enterprise series. WGBH Boston and Learning Corporation of America with Harvard Business School.

Learning Corporation
of America
1350 Avenue of Amer-
icas
New York, NY 10019
(212) 397-9330

Tough human consequences of failure to innovate are documented in the story of the high-tech firm Inforex that went through bankruptcy and take-over for lack of a second product as profitable as its first computer.

#EP111
Sale \$500.00
3-day rental \$50.00
1-day free preview
as available
Quantity discounts

Basic Records For A Small Business. Film. 19 min.

The Management Clinic Series dramatizes case studies to examine operating procedures and solve problems. Control is the key to sound management. Syste-

Beacon Films
P.O. Box 575
Norwood, MA 02062
(617) 762-0811
\$350.00

**Classification/
Description**

**Ordering Number/
Information**

matic record keeping and analysis regulates the flow of capital and materials to optimize the profitability of any business. In this program an optician's outlet and a picture framing business are examined.

Credit And Collections For A Small Business. Film. 19 min.

The Management Clinic Series dramatizes case studies to examine operating and procedures solve problems. Obtaining and granting credit are essential to business life throughout the economy. The types of credit provisions and procedures vary widely, and it is no simple task to choose the forms best suited to a particular business. A restaurant and a whole-sale bakery are studied to illustrate the principles of credit and collections policy, credit card systems, and credit investigation services.

Beacon Films
P.O. Box 575
Norwood, MA 02062
(617) 762-0811

\$350.00

Financing A Small Business. Film. 17 min.

The Management Clinic Series dramatizes case studies to examine operating procedures and solve problems. Financial considerations are paramount at every phase of operating a business, whether at the start-up stage, for expansion, for day-to-day operations, or just for seeing it over the rough spots. This program examines two cases—a kitchenware store in the process of opening and an established printing shop needing capital for expansion. The various types and sources of business financing are explained and evaluated.

Beacon Films
P.O. Box 575
Norwood, MA 02062
(617) 762-0811

\$350.00

**Classification/
Description**

**Ordering Number/
Information**

HEY, We're Back In Business. 27 1/2 min. 16 mm film. English and Spanish. A couple starting their own restaurant business encounter tax problems. Jim Backus and Nehemiah Persoff are in this production about good recordkeeping, tax deadlines and free IRS assistance to business persons.

Public Affairs Officer
local IRS office
Free.

How Much Capital Will You Need? Film. 17 min.

Beacon Films
P.O. Box 575
Norwood, MA 02062
(617) 762-0811
\$375.00

This film explains how to determine what capital an entrepreneur needs to start and operate a new venture. It clarifies the usefulness of the basic financial tools used by entrepreneurs in developing their business plans and shows the relative simplicity of the pro forma cash flow, the balance sheet, and the profit and loss statement. Interviews with successful entrepreneurs provide information, stressing the importance of the entrepreneur's role as an expert on the business itself during financial planning.

Money Talks. 27 1/2 min. 16 mm film, 3/4", 1/2" Beta and VHS.

Public Affairs Officer
local IRS office
Free.

Film presents history of U.S. taxes from colonial times to post-World War II.

A Vital Service. 9 1/2 min. 16 mm film and 3/4" videocassettes.

Public Affairs Officer
local IRS office
Free.

Film enlists groups and organizations into the Volunteer Income Tax Assistance (VITA) Program to help low-income, non-English speaking and handicapped with their tax forms.

Business Computing . . . Cut Down To Size. Evolution I, — Electronic Data Systems, 1980.

Great Plains National
Instructional
Television Library
(GPN)
Box 80669

Five video cassette lessons, ranging in length from 15 to 27 minutes, offer a solid

**Classification/
Description**

base of knowledge of computers in business and explain the relationship between computers and various job functions within an organization. Lessons include 1) applications and types of small computers and their integration into a business, 2) guidelines on determining capabilities of computer systems (size, storage, maintenance), 3) comparisons of elements of programming languages, 4) types, applications and choice of software, 5) elements of data reliability and accuracy and safeguarding needs. College and postsecondary levels.

Managing Cash Flow

Self instructional workbook-cassette program. Takes about six hours to complete. It shows how to combine accounting and operating data to produce a comprehensive picture of cash flow, how to minimize the cost of credit, and how to determine and maintain optimum levels of cash, receivables, and inventory. Topics include: The Nature of financial work; Working capital, cash, and marketable securities; Accounts receivable; Reasons for inventories; Inventory policies and rules; The actual planning; The plan as a control tool; Borrowing from banks; Non-bank sources of short-term funds; Intermediate-term credit; and Making the Short-term financial decision.

Fundamentals of Finance for the Non-Financial Manager. Robert P. Hundgate, Ph.D.

Six audio cassettes explore the specialized language of accounting as well as a variety of decision tools in understandable language. Topics include: 1) sources of financing, 2) financial planning, 3) profit-

**Ordering Number/
Information**

Lincoln, NE 68501
toll free 800-228-4630

\$250.00 per program.
\$3.00 text booklet
for series.

American Management
Association
Extension Institute
135 West 50th St.
New York, NY 10020
(212) 903-8040

Cassette
\$155.00 (non-members)
\$145.00 (members)
Workbooks
\$ 20.00 (non-members)
\$ 18.00 (members)

Associated Management
Institute, Inc.
1125 Missouri St.
Fairfield, CA 94533

\$95.00 with 1 workbook
\$10.00 each for extra
workbooks

**Classification/
Description**

**Ordering Number/
Information**

volume analysis, 4) financial leverage, 5) budgeting for capital or asset acquisitions. These tapes will assist the entrepreneur in setting up a system for planning for future needs.

Taking Care Of Business. 28 min. 3/4", 1/2" Beta and VHS.

Federal tax responsibilities of small business owners including organizing business for tax purposes, recordkeeping, accounting methods, filing of business tax returns, and payment of employment taxes are all explained.

Public Affairs Officer
local IRS office

Free.

The Habit Of Winning Film. 28 min. 1978.

Jerry Kramer, the all-pro guard of the Green Bay Packers, discusses with six of his former team mates (all now successful businesspeople) the Lombardi philosophy of winning and its applications to business situations.

Office of Public Affairs
Department of
Commerce
Room 4805
Washington, DC 20030
(202) 377-3808

#1

Pack Your Own Chute. Film. 25 min. 1978.

Shows that personal fears can be overcome through self-confidence. Particularly useful in women's programs.

#1239

Very Enterprising Women. Film. 15 min., 1980.

The chances of any new business surviving more than five years is one in four. With these dismal odds, the film shows us five examples of women who have started their own businesses and succeeded. The examples cited involve a variety of businesses: truck farming, market research, and a typography shop. Through interviews, these women stress what is needed to make it in the business world: energy, determination, imagination, flexibility, planning, talent, commitment, and most of all—hard work.

#1246

**Classification/
Description**

**Ordering Number/
Information**

A Case Of Working Smarter, Not Harder. 16 min., Color.

This true-life case study provides a practical role-model how-to lesson for supervisors and managers who are uncertain about how to delegate . . . and it makes clear the difference between delegating and dumping. It can be used as a meeting opener or as a self standing workshop which you facilitate with a comprehensive leaders guide.

CRM/McGraw-Hill
Marketing Manager,
4th Fl.

Training & Develop-
ment Division
1221 Avenue of the
Americas
New York, NY 10020

Purchase: \$425.00
Rental: \$95.00
Free Preview.

The Case Of The Snarled Parking Lot. 22 min., Color.

This film deals with snarled supervision and tangled management—and the four top traps that have led to this situation are clearly exposed in this case study: Tangled Priorities; The Clouded Communication; The Puppet; The Snap Decision.

CRM/McGraw-Hill
P.O. Box 641
Del Mar, CA 92014

Purchase: \$425.00
Rental: \$95.00
Free Preview.

Performance Appraisal: The Human Dynamics. 25 min., Color.

This film shows how managers in major organizations have learned skills and techniques of improved interpersonal relations to make performance appraisal sessions rewarding for both manager and employee.

CRM/McGraw-Hill
P.O. Box 641
Del Mar, CA 92014

What Will Your New Venture Demand? Film. 20 min.

The responsibilities of running a business fall into several categories of which the entrepreneur is only one. This film looks at managers, researchers, accountants, engineers, and other people whose skills are as essential to the success of a new venture as those of the entrepreneur.

Beacon Films
P.O. Box 575
Norwood, MA 02062
(617) 762-0811

\$440.00

So Who's Perfect? 14 min.

Giving and Receiving criticism is extremely difficult. This film explores some of the

Sallenger Films
1635 Twelfth Street
Santa Monica, CA

**Classification/
Description**

common mistakes most of us make in giving and receiving criticism.

Non-Verbal Communication. 15 min.

What we don't say is frequently louder than what we do say. We constantly give and receive non-verbal messages, often revealing our attitudes and feelings before we say a single word. This film helps develop a greater awareness of the non-verbal messages we all send and helps us become more aware of the non-verbal messages sent by others.

On Your Own. 7 min., Color.

A film with a strong message in a short time frame. *On Your Own* parallels how thoroughbred horses are trained to run the races of their lives with how we must train ourselves to run the daily races of our lives. This film is designed to demonstrate to individuals that they are their own trainer and motivator.

PASS IT ON!: How to Prevent Mistakes and Misunderstandings. 11 min., Color.

PASS IT ON! points out that unclear or misunderstood messages or instructions or meanings cost us dearly in lost time and energy and in frustration. We spend hours putting out fires and correcting mistakes caused by misunderstandings.

**Ordering Number/
Information**

90404

Call Collect (213) 450-1300

Lease/Purchase: \$495
Rental: \$125.00

Sallenger Films

1635 Twelfth Street
Santa Monica, CA
90404

Call collect (213) 450-1300

Lease/Purchase: \$495
Rental: \$125.00

The Cally Curtis Co.

1111 North Las Palmas
Ave.
Hollywood, CA 90038
(213) 467-1101

Purchase/Lease:

16mm—\$275.00

Videotape—\$250.00

Rental for three days:
\$75.00 plus postage

The Cally Curtis Co.

1111 North Las Palmas
Ave.
Hollywood, CA 90038
(213) 467-1101

Purchase:

16 mm—\$325.00

Videotape—\$300.00

Rental for three days:
\$100.00
all plus postage.

**Classification/
Description**

**Ordering Number/
Information**

Goal Setting. 17 min.

To use your time most effectively and to reach a high level of achievement, it's important to know where you're going and how you're going to get there. The ability to set and achieve goals is one of the most important personal and professional skills anyone can acquire. This film explains and illustrates a simple step-by-step process for setting and achieving goals.

Sallenger Films
1635 Twelfth Street
Santa Monica, CA
90404
Call collect (213) 450-1300

Hidden Payroll. 13 min., black and white, 16 mm.

Explains the fringe benefits received from the "hidden payroll" such as pension plan, hospitalization, compensation, employee discounts, and stock participation.

Business Education
Films
Brooklyn, NY 11214
(212) 331-1045
\$12.00

Delegating. 30 min., Color.

Delegating is a key organization skill. With incisive scenarios, this film clearly illustrates the hidden traps in delegation, and shows basic steps for managers to follow to improve their productivity and efficiency.

CRM/McGraw-Hill
P.O. Box 614
Del Mar, CA 92014
Purchase: \$560.00
Rental: \$95.00

The Effective Uses Of Power And Authority. 32 min., Color.

The most effective leaders are those aware of the ways in which power can be employed to influence subordinates. This film infuses your audience with a fundamental understanding of the "power of power." It's a lesson in developing the skills necessary for effective utilization of managerial power.

CRM/McGraw-Hill
P.O. Box 614
Del Mar, CA 92014
Purchase: \$560.00
Rental: \$95.00

The Elephant. 6 min.

A charming, animated, training film valuable to use as a session opener and discussion stimulator. *The Elephant* is a simple fable about: communication, per-

Sallenger Films
1635 Twelfth Street
Santa Monica, CA
90404
Call collect (213) 450-

**Classification/
Description**

ception, listening, problem solving, specialization, organizational development, human resource development and . . . an elephant.

Case Studies in Communication. 18 min. Effective communication skills are crucial to managers, supervisors, or anyone who deals with people. This film presents two dramatized case histories illustrating the major barriers to effective communication: (1) the way we see ourselves (our image); (2) the way we see others (perceptual screen). It demonstrates some of the ways in which our assumptions distort our perception of people and situations, resulting in a breakdown of communication.

Decisions. 28 min., Color. Every supervisor and manager knows that decision-making is a constant part of the job. This CRM title provides an in-depth look at how we make decisions . . . and why they are often so difficult to make. "Decisions" cultivates the leader's self-confidence necessary for making decisions in an orderly, rational and timely manner.

Credit and Collection: Taking Charge. Film, 15 min., 1981. Offering credit can help a business make money or lose it. Business owners and staff members of wholesale, retail, and service-oriented organizations now have the opportunity to hear the advice of business managers who are successfully using credit in their operations.

Beat The Odds. Film. 20 min. 1980. A general film showing a variety of effective techniques for managing a small business.

**Ordering Number/
Information**

1300

Lease/Purchase: \$175
Rental: \$60.00

Sallenger Films
1635 Twelfth Street
Santa Monica, CA
90404
Call collect (213) 450-1300

Lease/Purchase: \$455
Rental: \$125.00

CRM/McGraw-Hill
P.O. Box 614
Del Mar, CA 92014

Purchase: \$560.00
Rental: \$95.00

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Dept. of Commerce
Room 4805
Washington, DC 20030
(202) 377-3808

#1248

#1248B (1983) Spanish
language version.

#1247

**Classification/
Description**

**Ordering Number/
Information**

Where You Are: Where You Are Going. Film. 15 min. 1980.

#1245

The central role and impact of accurate records on every small business are examined in this film.

Events at Putnam's Crossing. Film. 21 min. 1983.

#1254

Film graphically demonstrates the nature and seriousness of product liability, and how its effects may be diminished by business owners.

Taking Care of Business. Film. 28 min. 1984

#1255

An IRS/SBA production. Federal tax responsibilities of small business owners including organizing business for tax purposes, recordkeeping, accounting methods, filing of business tax returns and payment of employment taxes are explained in this new film.

Anything Is Possible With Training. Film. 13-1/2 min. 1970.

#1219

Convinces a potential woman restaurateur that employee training is essential to business success; examples used are training programs for a telephone answering service, a boat yard and a newspaper office. (Golden Oldie)

Sticky Fingers (shoplifting). Film. 22 min. 1978.

#1242

Shows typical shoplifting techniques used against small retailers and suggests how to counter them. Mike Connors narrates.

Short Changed. Film. 28 min. 1978.

#1241

Demonstrates "shortchanging" techniques and how to prevent being "taken."

Rip Off (burglary). Film. 22 min. 1978.

#1243

Presents a program whereby small retailers can help prevent breaking & entering

**Classification/
Description**

and burglary, through "the 4 D-s of burglary deterrence".

E Is For Export. Film. 16 min. 1978.

Explains how a small business exporter utilized the export services of various Federal agencies and the private sector to successfully sell overseas. For use in international trade training and counseling programs.

Case Studies in Small Business. University of Mid-America, 1979.

The principles of small business are investigated by showing how 9 small businesses manage day-to-day operations successfully and not so successfully.

Creating a New Enterprise. Hutt.

Creating a New Enterprise is a teachers' guide that covers all aspects of entrepreneurship. It investigates all that's involved in the creation and operation of a small business, and it gives students the opportunity to create their own personal small business plan—from choosing an enterprise that interests them to figuring start-up costs.

Do You Need A Business Plan? Film. 21 min.

This film defines the components of a comprehensive and well-developed business plan. It provides background to help the entrepreneur understand how a business plan is used to determine the viability of a business proposition, to organize the

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Information**

#1237

Great Plains National
Instructional
Television Library
(GPN)

Box 80669
Lincoln, NE 68501
Toll free 800-228-4630

Rental
\$35 (VC), \$40 (Film)
Purchase
\$245 (VC), \$395 (Film)
Support material available

South-Western
Publishing Co.
5101 Madison Road
Cincinnati, OH 45227
(513) 271-8811

D50 Teacher Manual
\$5.50
D506 Filmstrips and
Cassettes \$126.00

Beacon Films
P.O. Box 575
Norwood, MA 02062
(617) 762-0811

\$460.00

**Classification/
Description**

**Ordering Number/
Information**

entrepreneur's planning, and to obtain financing.

Evaluating A Small Business. Film. 18 min.

The Management Clinic Series dramatizes case studies to examine operating procedures and solve problems. Before opening a business, the entrepreneur must consider the basic options available. The program examines the pros and cons of starting a business from scratch, taking over an existing operation, and buying into a franchise.

Beacon Films
P.O. Box 575
Norwood, MA 02062
(617) 762-0811
\$370.00

How Do You Buy A Business? Film. 21 min.

This film advocates the development of a strategic plan to buy an existing business rather than leaping at the first opportunity presented, in order to improve the likelihood of making a successful purchase.

Beacon Films
P.O. Box 575
Norwood, MA 02062
(617) 762-0811
\$460.00

How Do You Buy A Franchise? Film. 21 min.

This film defines a franchise business as a formalized marketing and distribution system that grants the franchisee the right to sell a service or product in a particular location for a set period of time, usually exchanged for an initial cash payment and a continuing royalty on sales.

Beacon Films
P.O. Box 575
Norwood, MA 02062
(617) 762-0811
\$460.00

How Much Capital Will You Need? Film. 17 min.

This film explains how to determine what capital an entrepreneur needs to start and operate a new venture. It clarifies the usefulness of the basic financial tools used by entrepreneurs in developing their business plans and shows the relative simplicity of the pro forma cash flow, the balance sheet, and the profit and loss statement.

Beacon Films
P.O. Box 575
Norwood, MA 02062
(617) 762-0811
\$375.00

**Classification/
Description**

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Information**

What Should Your Business Plan Contain? Film. 22 min.

This film explains that although the content of a business plan must be tailored to accomplish its intended purpose, certain sections are essential to include.

Beacon Films
P.O. Box 575
Norwood, MA 02062
(617) 762-0811
\$485.00

What Will Your New Venture Demand? Film. 20 min.

The responsibilities of running a business fall into several categories of which the entrepreneur is only one. This film looks at managers, researchers, accountants, engineers and other people whose skills are as essential to the success of a new venture as those of the entrepreneur.

Beacon Films
P.O. Box 575
Norwood, MA 02062
(617) 762-0811
\$440.00

What's The Best Business For You? Film. 15 min.

This film gives the aspiring entrepreneur tools for assessing a business idea. First, the film explores the personal considerations that he or she should take into account before proceeding. Second, the film explores the three most important points to look for when assessing any new venture: growth, income, and market share potential.

Beacon Films
P.O. Box 575
Norwood, MA 02062
(617) 762-0811
\$350.00

Who Will Help You Start Your Venture? Film. 20 min.

This film explores the kind and quality of assistance needed by and available to an entrepreneur in developing a business idea. Successful entrepreneurs explain the help available from professional advisors, specialists, industry participants, trade and professional organizations, government sources, and interested individuals.

Beacon Films
P.O. Box 575
Norwood, MA 02062
(617) 762-0811
\$440.00

Are You An Entrepreneur? Film. 15 min.
This film is designed to help the viewer decide if he or she is an entrepreneur. The film explores three questions: What is an

Beacon Films
P.O. Box 575
Norwood, MA 02062
(617) 762-0811

**Classification/
Description****Ordering Number/
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entrepreneur? What is an entrepreneur's role in starting a business? What are the personal qualities usually found in successful entrepreneurs?

\$350.00

Are You An Entrepreneur? Film. 18 min. 1983.

Directed toward potential business owners, this film explores three basic questions: (1) What is an entrepreneur? (2) What is the entrepreneur's role in starting a business? (3) What personal qualities are usually found in successful entrepreneurs?

Office of Public Affairs
Department of
Commerce
Room 4805
Washington, DC 20030
(202) 377-3808

#1257

What's The Best Business For You? Film. 16 min. 1983.

This film provides tools with which a would-be business owner can assess the idea of going into business. These include personal considerations and the growth, income and market share potential of the business which must be taken into account.

#1258

Planning A New Business. Film. 28 min. 1977.

The personal qualities, kinds of planning and various sources of assistance and advice necessary for starting a new business are discussed by more than a dozen business and professional people who include bankers, attorneys and site consultants.

#1259

Selecting The Right Location. Film. 17 min. 1974.

Using the experience of a young person planning to open a clothing store, the film dramatizes the importance of the right location. It outlines some of the essential factors which should be considered in making a site selection study.

#1225

**Classification/
Description**

**Ordering Number/
Information**

The Business Plan. Film. 14 min. 1972.
The need for, and the elements of, a business plan as a management tool for successful business operation are shown. An appliance store owner's business is declining because he does not plan ahead. A writer, after two years of small business training, **plans** to open an automobile service shop. He tells why his business plan is important.

#1236

Who Will Your Customers Be? Film. 18 min.

This film outlines the steps involved in defining the potential customers of a business. It explores what information is needed in order to define the needs and wants of a target market, then suggests ways to collect that information and assess its validity.

Beacon Films
P.O. Box 575
Norwood, MA 02062
(617) 762-0811

\$395.00

Marketing Goods and Services. 1981. Audiotape; cassette; slides; 75 frames; Color.

A multimedia program to teach secondary and postsecondary students such topics as: market identification; market segmentation; potential consumers; channels of distribution; marketing strategies; marketing process; business goals; competition; promotional mix; promotional design factors; promotional goals; product life cycle; business cycle stages; and channel intermediaries.

Interstate Distributive
Education Curriculum
Consortium (IDECC)
The Ohio State
University
1564 West First Ave.
Columbus, OH 43212
(614) 486-6708

Sale: Contact IDEEC
for current price
Rent: Contact IDEEC
for current rate; time
by the week

Planning for Success. University of North Carolina. Videotapes.

Four separate 3/4" color video cassettes which run 30 min. each. A manual accompanies the series, supplementing important points. The one appropriate for marketing is described below.

Media Processing
Section
N.C. Dept. of Com.
Colleges
100 S. Harrington St.
Raleigh, NC 27611

\$20.00 each

**Classification/
Description**

**Ordering Number/
Information**

"Marketing" defines marketing process, demonstrates how to develop an effective marketing plan, shows how to advertise to reach your market, and shows distinction between marketing and sales.

PS02

Salesmanship Theories. Dr. Phillip McVey. University of Nebraska/Lincoln, 1977.

NETCHE Videotape
Library

P.O. Box 83111
Lincoln, NE 68501

This lesson (30 minutes long) explains the critical interaction between the business and the customer. The salesperson's role in this process as examined through five theories which describe sales techniques.

\$30.00 rental per lesson
per 7 day period.
\$225.00 purchase.

THREE TIMES THREE. 14 min., color. Illustrates the important keys to small business success—personal ability of the owner, use of outside assistance and information, understanding of insurance, regulations, taxes, business opportunity, knowing sources of capital, maintenance and use of business records, understanding financial factors, effective organization and planning, and using good management techniques.

Business Education
Films

7820 20th Avenue
Brooklyn, NY 11214
(212) 331-1045

\$16.00 one day
\$32.00 one week.

What Should Your Business Plan Contain? Film. 22 min.

This film explains that although the content of a business plan must be tailored to accomplish its intended purpose, certain sections are essential to include. It illustrates the steps to be followed in developing a business plan, suggesting methods for obtaining and presenting the information effectively.

Beacon Films
P.O. Box 575
Norwood, MA 02062
(617) 762-0811

\$485.00

Do You Need A Business Plan? Film. 21 min.

This film defines the components of a comprehensive and well-developed business plan. It provides background to help the entrepreneur understand how a busi-

Beacon Films
P.O. Box 575
Norwood, MA 02062
(617) 762-0811

\$460.00

**Classification/
Description**

**Ordering Number/
Information**

ness plan is used to determine the viability of a business proposition, to organize the entrepreneur's planning, and to obtain financing.

How Can You Survive Business Crises?
Film. 21 min.

This film explores why businesses commonly fail so that the entrepreneur can develop strategies to avoid that end. It deals with how the entrepreneur can deal effectively with severe financial difficulties, and how he/she can cope if they are unable to steer the company out of troubled waters.

Beacon Films
P.O. Box 575
Norwood, MA 02062
(617) 762-0811

\$460.00

**Birth of a Business:
The American Dream.**

Set of 12 audio cassettes with worksheets and tests planned to teach any person the basic principles and concepts of business that will serve as a guide for those already in business who want to train their key people or for those contemplating the establishment of a new business. There are 12 tapes with 24 15-minute lessons. Contents include: self-evaluation, planning and research, market survey and forecast, business outline, business organizations, funding-capital outlay, accounting and legal, volume-margin-cash flow, terms-credit, inventory-buying-payables, hiring employees-benefits, expansion problems and solutions.

ESP, Inc.
P.O. Drawer 5037
Jonesboro, AR 71401
order # 10200

\$80.00 set

Planning for Success. University of North Carolina. Videotape.

Four separate 3/4" color video cassettes which run 30 minutes each. A manual accompanies the series, supplementing important points.

Media Processing
Section
N.C. Dept. of Com.
College
100 S. Harrington St.
Raleigh, NC 27611

\$20.00 each

**Classification/
Description****Ordering Number/
Information**

"The Business Plan" demonstrates importance of a written business plan detailing personal business capabilities, defining the purpose of the business, establishing a financial plan, selecting a location, and choosing the way the business will operate.

PS01

"Marketing" defines marketing process, demonstrates how to develop an effective marketing plan, shows how to advertise to reach your market, and shows distinction between marketing and sales.

PS02

"Financing" covers types of loans, making accurate business projections, information needed in business plan to obtain financing, and sources of financing.

PS03

"Money Management" emphasizes all facets of managing cash flow and the record keeping systems that will minimize problems.

PS04

Program for Acquiring Competence in Entrepreneurship (PACE), Revised.

A modularized, competency-based entrepreneurship program of instruction appropriate for secondary, post-secondary, and adult learners.

The National Center
for Research in
Vocational
Education

The Ohio University
1960 Kenny Road
Columbus, Ohio 43210

Small Business Goes to College, 1978

The movement of small business management courses into college and university curriculum is discussed.

U.S. Government
Printing Office
Washington, D.C.
20402

(ED 175-361)

Stock #

045-00-00159-0

**Classification/
Description****Baumbacks Guide to Entrepreneurship,
1981**

A handbook of going into business for yourself.

Strategies for Minority Business, 1980

The purpose of this book is to bring to the attention of minority entrepreneurs or potential entrepreneurs an awareness of minority business survival.

**Personnel Development for
Entrepreneurs, 1977**

This is a curriculum guide which is divided into 3 sections. Unit I includes planning, organizing, and operating a business. Unit II covers purchasing. Unit III covers management.

**How to Open Your Own Shop or Gallery,
1978**

This book provides "down-to-earth" guidelines to an entrepreneur for opening a small store.

**Arkansas Junior Executive Training
Curriculum Guide, 1981**

Curriculum guide is designed for a two hour block courses on small business management and entrepreneurship.

**New Enterprise Training for Profits.
Cassette.**

A comprehensive training system. Contains step-by-step instructional guide, a series of self screening instruments to show realities of business ownership, and five audio-visual learning modules on basic business skills, financing, marketing, decision making, and using the business plan as the venture grows.

**Ordering Number/
Information**

Prentice-Hall, Inc.
Englewood Cliffs, NJ
07632

Balagrove Publications
P.O. Box 584 M.8.
Manchester, CT 06040

ERIC
Document
Reproduction
Service
3900 Wheeler Ave.
Alexandria, VA 22304

St. Marten's Press
175 Fifth Ave.
New York, NY 10010

Arkansas State Board
of Vocational
Education
Little Rock, AR

Charlotte Taylor,
President
Venture Concepts
Systems
1901 L St., N.W.
Suite 400
Washington, DC 20036
(202) 331-9265

\$5,000.00 per system.
Participant materials
separate.

**Classification/
Description**

**Ordering Number/
Information**

**A Handbook on Utilization of
Entrepreneurship Material for
Vocational Education, 1981**

The handbook is intended to assist individuals who are conducting inservice training as well as those who are incorporating entrepreneurship materials into existing vocational education programs.

Vocational Studies
Center
University of
Wisconsin-Madison
964 Educational
Sciences Building
1025 West Johnson St.
Madison, WI 53706

**Entrepreneurship in Vocational
Education: A Guide For Program
Planning, 1982**

This monograph is intended to assist vocational education program planners and curriculum developers in selecting materials appropriate for secondary, post-secondary, and adult entrepreneurship training.

The National Center
for Research
in Vocational
Education
The Ohio State
University
1960 Kenny Road
Columbus, OH 43210

**"Education, Training, & Assistance:
An Issue but not a Priority", 1980**

This paper describes one of the key issue areas addressed by the White House Conference on Small Business, January 13-17, 1980.

Educational Document
Reproduction
Service

**Entrepreneurship for Women:
An Unfilled Agenda, 1981**

This monograph outlines the characteristics and needs of the small business owner, emphasizing recent developments in entrepreneurship education for women.

The National Center
for Research
in Vocational
Education
The Ohio State
University
1960 Kenny Road
Columbus, OH 43210

**Starting Your Own Marketing Business
2nd Edition, 1978**

Intended for use in a high school setting. Seven chapters on entrepreneurship.

Gregg Division/
McGraw-Hill Book
Company
New York, NY 10020

**Minority Capital Resource Handbook: A
Guide to Raising Capital for Minority
Entrepreneurs, 1980**

This handbook consists of a guide for raising capital for minority entrepreneurs.

Securities Industry
Minority Capital
Foundation
490 L'Enfant Plaza
East S.W.
Washington, DC 20024

**Classification/
Description****Entrepreneurship: A Senior High School Home Economics Career Exploration Unit, 1981**

This unit was developed to assist high school economics teachers in incorporating an entrepreneurial dimension into their programs.

Small Business Management: Planning & Operation, 1977

This text focuses on opportunities in the free enterprise system as discussed in terms of seven kinds of small businesses: production, distribution, retailing, personal services, professional services, financial, and public utilities.

Small Business Ideas for Women and How to Get Started, 1975

This book provides ideas for 21 small businesses especially appropriate for women that can be started with a modest investment.

Minding Your Own Small Business: An Introductory Curriculum for Small Business Management, 1979

This curriculum guide is intended for use in an introductory course for secondary and post-secondary students interested in beginning a small business venture.

Creating a New Enterprise, 1982

Text is intended for use in a high school setting, primarily with marketing and distributive education students.

Small Business Management Instructor's Manual, 1973

Material is divided into 4 volumes and is developed to prepare adults of Indian ancestry to own and manage their own small businesses

**Ordering Number/
Information**

University Bookstore
Memorial Union
Iowa State University
Ames, Iowa 50011

Van Nostrand
Reinhold Company
450 West 33rd Street
New York, NY 10001

Pilot Industries
347 Fifth Avenue
New York, NY 10016

Superintendent of
Documents
U.S. Government
Printing Office
Washington, DC 20402

Stock No.
017-080-02000-9

South-Western
Publishing Co.
Cincinnati, OH 94010

Training Research &
Development
Station
Dept. of Manpower &
Immigration
Prince Albert,
Saskatchewan,
Canada

**Classification/
Description**

**Ordering Number/
Information**

**The Women's Guide to Starting a
Business, 1981**

This text discusses the rise, preliminary tasks of starting a business, operating tasks, and success stories of women-owned businesses.

Holt, Reinhart, &
Winston
383 Madison Avenue
New York, NY 10017

**The Development of Entrepreneurs
Through Vocational Education:**

Introduction to Entrepreneurship, 1975
Curriculum guide designed for first-year students in post-secondary technical schools.

Through ERIC

Going Into Business for Yourself

Curriculum guide intended for use with 11th & 12th grade marketing and distributive education students.

Ohio Distributive
Educational
Materials
Laboratory
115 Townsend Hall
1885 Neil Avenue
Columbus, OH 43210

**How to Free Yourself in a Business of
Your Own, 1980**

Emotional fulfillment, being one's own boss, proving one's self, and directing one's own destiny are the themes examined from a "totalistic" perspective—interrelating work and life.

Prentice Hall, Inc.
Englewood Cliffs, NJ
07632

**Potential Roles of Vocational Education
in Improving the Productivity of the
Workforce, 1981**

This is one of the 7 chapters in a monograph relating to the impact vocational education has on improving worker productivity. It also identifies target groups that would benefit from entrepreneurship training.

Through ERIC

**Classification/
Description**

New Businesses Women Can Start and Successfully Operate: The Women's Guide to Financial Independence, 1979
Businesses that may be of interest to women are discussed in this book and are grouped under 12 areas of interest

Principles of Small Business Management, 1977

The major objectives of this book are to acquaint prospective small business managers/-owners with the basic principles.

The Small Business Survival Guide — Sources of Help for Entrepreneurs, 1980
This publication identifies a wide variety of resources of interest to beginning or practicing entrepreneurs.

Be Your Own Boss: A Woman's Guide to Planning & Running Her Own Business, 1980

This book was written for women who want to become business owners.

How to Start Your Own Business: Women Entrepreneurs Project, 1977

A small business management program targeted for women at post-secondary and/or adult levels is described in 3 volumes: Final Report, Instructor's Manual, and Instructional Materials.

Getting Down to Business: What's It All About, 1981

This module provides a generic introduction to entrepreneurship.

**Ordering Number/
Information**

Farnsworth Publishing
Company
Rockville Center, NY
11570

McGraw-Hill Book
Company
1221 Avenue of the
Americas
New York, NY 10020

Prentice-Hall, Inc.
Englewood Cliffs, NJ
07632

Prentice-Hall, Inc.
Englewood Cliffs, NJ
07632

Through ERIC

Vocational Studies
Center
University of
Wisconsin-Madison
964 Educational
Sciences Building
1025 West Johnson St.
Madison, WI 53706

**Classification/
Description**

Resource Guide of Existing

Entrepreneurship Materials, 1981

The Guide lists all entrepreneurship materials identified during the literature review phase of the project.

Minding My Own Business:

**Entrepreneurial Women Share Their
Secrets for Success, 1981**

This book is based on the experiences of over 100 women business owners. The authors describe the processes of opening and operating a business, as well as issues, challenges, and problems unique to women entrepreneurs.

**Small Business: Look Before You Leap
A Catalog of Sources of Information to
Help You Start and Manage Your Own
Small Business, 1978**

This publication identifies sources of information to help the entrepreneur.

**Contemporary Challenges for Vocational
Education, 1982 Yearbook of the
American Vocational Association**

This resource on entrepreneurship is one of the *1982 Yearbook of the American Vocational Association*.

**Owning and Operating a Small Business,
1976**

Curriculum guide contains 14 units designed to aid the teacher in providing instruction in small business ownership and management for students at the secondary, adult, continuing education, or community college levels.

**Ordering Number/
Information**

Vocational Studies

Center

University of

Wisconsin-Madison

964 Educational

Sciences Building

1025 West Johnson St.

Madison, WI 53706

Richard Meek

Publishers, Inc.

200 Madison Avenue

New York, NY 10016

Marlu

P.O. Box 111

Dobbs Ferry, NY

10522

The American

Vocational Assoc.

2020 North 14th Street

Arlington, VA 22201

**Classification/
Description****Organizing Small Business Programs in
Community College, 1982**

This publication provides information to Illinois community colleges for developing educational programs designed to meet the needs of current and future small business entrepreneurs.

**Start Your Own Store: Managing,
Merchandising, and Evaluating, 1982**

This text is designed to provide preparatory introduction to the potential retail entrepreneur. Topics are grouped into 3 areas: opening the store, operating the store, and evaluating the store's performance.

**Entrepreneurship Education for Adults
Program Development &
Implementation, 1979**

The purpose of the comprehensive program is to help families improve the effectiveness of their business operation and enable them to reach family and business goals.

**Achieving Success In Small Business:
Educational Program for New Small Business
Owner-Managers, 1977**

These materials consist of 12 self-study, self-paced instructional modules designed to develop basic management skills for owner-managers of newly-created small retail, wholesale, or service business firms.

**Small Business Enterprises for Workers
With Disabilities, 1982**

Designed to make disabled individuals aware of their own potential entrepreneurial capacities.

Preparing for Entrepreneurship, 1979

This instructional guide for an entrepreneurship program in secondary schools

**Ordering Number/
Information**

Illinois State Board of
Education
100 North First Street
Springfield, IL 62777

Prentice-Hall, Inc.
Englewood Cliffs, NJ
07632

Minnesota Curriculum
Service Center
3554 Bear Avenue
White Bear Lake, MN
55110

Wisconsin Vocational
Studies Center
964 Educational
Sciences Building
1025 West Johnson St.
Madison, WI 53706

Institute for
Information Studies
200 Little Falls St.,
104
Falls Church, VA 22046

Arizona State Dept.
of Education
Division of

**Classification/
Description**

consists of 13 units which may be used as the primary of supplemental resource for a one-semester course.

The Small Business Guide to Borrowing Money, 1980

This book is intended for both newcomers to business and seasoned entrepreneurs.

**Getting Down to Business
(Modules 2-36) 1981**

These 35 business-specific instructional modules developed as part of a research project entitled "Development of Entrepreneurship Training Components for Vocational Education." The modules are designed to be included as an entrepreneurship component with seven vocational areas.

Operating Your Own Business, 1980

This secondary marketing and distributive education performance based instructional unit contains 19 lesson plans, each designed for a 55 minute instructional period.

**Mini Problems in Entrepreneurship,
Volume IV, 1979**

The mini-problems are provided to augment an introductory and/or advanced course in small business management and ownership.

**Something Ventured, Something Gained:
An Advanced Curriculum for Small Business Management, Volume II, 1979**

Nine units on small business management are provided in this curriculum guide designed for use in an advanced course in either a secondary or post-secondary setting.

**Ordering Number/
Information**

Vocational Ed.
Phoenix, AZ

McGraw-Hill Book
Company
New York, NY 10020

The Vocational
Studies Center
964 Educational
Science Building
1025 West Johnson St.
Madison, WI 53706

University of
Missouri-Columbia
10 Industrial
Education Bldg.
Columbia, MO 65201

Superintendent
of Documents
U.S. Government
Printing Office
Washington, DC 20402

Stock No:
017-080-02003-3

Superintendent of
Documents
U.S. Government
Printing Office
Washington, DC 20402
Stock No:
017-080-020002-5

**Classification/
Description**

Small Business Management and Ownership Volume 3: Location Decisions—A Simulation, 1979

This is a game simulating the research, analysis, and decision-making a person must do to select an appropriate business location.

A Women's Guide to Her Own Franchised Business, 1975

This is a step-by-step guide showing how to participate in franchising. It explains the opportunities that have been created for women and how to take advantage of them.

How to Prosper in Your Own Business—Getting Started and Staying on Course, 1981

This book is described by its author as a guide for entrepreneurs.

Small Business Management Fundamentals, 1978

This college-level text offers a straightforward approach in presenting fundamentals of managing small firms.

Entrepreneurship and Small Business Management, 1980

Beginning with an overview of entrepreneurship, the 9 sections (18 chapters) cover a step-by-step process for conducting a feasibility study and developing a business plan; organizing and starting a business; marketing and operations; management; evaluating performance and changing strategies to take advantage of opportunities; and a final chapter on small business management counseling specifically focused on students in the federally-sponsored Small Business Institute.

**Ordering Number/
Information**

Superintendent of
Documents
U.S. Government
Printing Office
Washington, DC 20402

Pilot Industries, Inc.
347 Fifth Avenue
New York, NY 10016

The Stephen Green
Press
Brattleboro, VT

McGraw-Hill
1221 Avenue of the
Americas
New York, NY 10020

Allyn and Bacon, Inc.
470 Atlantic Avenue
Boston, MA 02210

**Classification/
Description**

New Venture Strategies, 1980

There are 11 types of entrepreneurs described in this book ranging from the self-employed individual to conglomerators.

The Entrepreneurial Women, 1979

This book focuses on the psychological and personal implications for women who are starting their own businesses.

Guide to Federal Minority Enterprise and Related Assistance Programs, 1982

This monograph identifies and describes federal programs which furnish capital, management assistance, and contracting opportunities for minority businesses.

**Ordering Number/
Information**

Prentice-Hall, Inc.
Englewood Cliffs, NJ
07632

Newsweek, Inc.
444 Madison Avenue
New York, NY 10020

U.S. Department
of Commerce
Minority Business
Development
Agency
14th & Constitution
Avenues, N.W.
Washington, DC 20230

APPENDIX A

Project Institutions

Albuquerque Technical Vocational Institute	<i>Albuquerque, New Mexico</i>
*Atlanta Junior College	<i>Atlanta, Georgia</i>
*Borough of Manhattan Community College	<i>New York, New York</i>
Coahoma Junior College	<i>Clarksdale, Mississippi</i>
*Community College of Baltimore	<i>Baltimore, Maryland</i>
*Community College of Philadelphia	<i>Philadelphia, Pennsylvania</i>
*Cuyahoga Community College	<i>Cleveland, Ohio</i>
East Arkansas Community College	<i>Forrest City, Arkansas</i>
Haskell Indian College	<i>Lawrence, Kansas</i>
Horry-Georgetown Technical College	<i>Conway, South Carolina</i>
*Inter-American University	<i>San Juan, Puerto Rico</i>
*Los Angeles Trade Technical College	<i>Los Angeles, California</i>
*Miami-Dade Community College	<i>Miami, Florida</i>
Navajo Community College	<i>Tsaile, Arizona</i>
New Mexico Junior College	<i>Hobbs, New Mexico</i>
Oglala Lakota College	<i>Kyle, South Dakota</i>
Pioneer Community College	<i>Kansas City, Missouri</i>
Salish Kootenai College	<i>Pablo, Montana</i>
*San Francisco Community College	<i>San Francisco, California</i>
*Texas Southmost College	<i>Brownsville, Texas</i>

**Denotes two-year participation in the Minority Business Enterprise Project.*

APPENDIX B

Persons With Responsibility for the Minority Business Enterprise Project:

PROJECT STAFF

Irma Burks-----Project Director
American Association for Community
and Junior Colleges (AACJC)

Joann Lyles-----Staff Assistant
AACJC

AACJC STAFF

James McKenney-----Associate Director, Keeping America
Working Project, AACJC

James F. Gollattscheck -----Executive Vice President, AACJC

Dale Parnell-----President and Chief Executive Officer,
AACJC

DEPARTMENT OF COMMERCE

Gardenia Hill-----Project Officer
Washington Regional Office

Willie J. Williams-----Director
Washington Regional Office

John Russell-----Chair, Partnership Committee and
Resource Development Specialist,
Minority Business Development Agency

**James Richardson
Gonzales**-----Director
Minority Business Development Agency